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| **Anna Watson**  Social Media & Content Strategist  Results-driven communications professional with expertise in marketing, journalism, and digital engagement. Outgoing and personable, skilled at building relationships, collaborating, and creating impactful content that enhances brand visibility.  **WORK EXPERIENCE** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Public Relations Intern** February 2024 – September 2024  Reading Fightin Phils (Philadelphia Phillies Double-A) Reading, PA   * Crafted compelling game recaps, player spotlights, and promotional material for MiLB website + digital program, integrating dynamic headlines, hashtags and brand identity * Developed and maintained content calendar, planning and scheduling posts to align with team events, promotions, and fan engagement initiatives * Strategized and created social media graphics, short-form video, and written copy to enhance Fightin Phils brand across multiple platforms * Built strong relationships with players and staff to craft authentic stories that resonated with the target audience * Managed tight deadlines in a fast-paced press box environment   **Editor-In-Chief** May 2022 – May 2023  The Voice Student Newspaper, Bloomsburg, PA   * Planned 14 bi-weekly print publications in consultation with student editors * Efficiently led a weekly editorial staff meeting * Stepped in to report, write, and edit for web and print publication * Strategically composed and designed publication’s front page via Adobe InDesign * Assisted with layout and style of publications inside pages via Adobe InDesign * Collaborated with staff to ensure timely submission of the paper   **Sports Reporter & Editor** August 2019 – May 2022   * Wrote 1-2 sports articles per week including: BU game previews, recaps, athlete spotlights and in-depth features * Conducted bi-weekly interviews with student athletes & coaches * Participated in weekly editorial meetings to develop creative ideas for upcoming sports coverage * Posted written articles to buvoice.com and social media channels   **Sports Intern** January 2023 – May 2023  Press Enterprise Inc., Bloomsburg, PA   * Wrote copy for “Today in Sports History” section, ran in the daily paper * Conducted authentic interviews with local coaches and athletes * Crafted compelling local sports features for print and web publication * Shadowed sports reporter during events to develop live reporting and statistical tracking skills | **CONTACT**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  • +1 484-354-0790  • annawatsonmedia@gmail.com  • Coatesville, PA  • annawatsonmedia.com  • linkedin.com/in/anna-watson-media  **SKILLS**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  *Technology Skills:*  • Adobe Creative Cloud  • Canva  • Digital Photography  • Hootsuite  • WordPress  • Microsoft Office  *Techniques:*  • Press Releases  • Media Relations  • Storytelling  • Content Creation  • SEO Optimization  • Brand Strategy  **EDUCATION**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Bloomsburg University of P.A.  Bachelor of Arts  Major in Media & Journalism  Minor in Studio Art, Graphic Design  Bloomsburg, PA — May 2023  GPA: 3.830; Magna Cum Laude  **AWARDS**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Bloomsburg Department of Media & Journalism  Outstanding Student Award in Journalism 2023  **OTHER**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  • Volunteered as a Media & Journalism Student Ambassador  *May 2022 – May 2023*  • Member of Bloomsburg Catholic Campus Ministry Leadership Team *August 2020 - May 2023* |